

To: Scully, Alice, 1200 - New York Region (SCULLYA)
From: DDA:MSMAIL=rjrwss/rjrp10/1244; O=rjrem; P=wsx400; A=rjr; C=us
Posted: 7/19/96 15:55
Opened: 7/23/96 15:55
Subject: Vantage Championship - Week of Sept. 23

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Debble,

As requested, following are the Profiles for Steve Rosenthal, Bonanza Trading Associates and Barry Feldman, Harold Levinson Associates, who have accepted the invitation to the Vantage Championship - week of September 23rd.

George H. Moulton

cc: A. Scully

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Name: Barry Feldman Title: VP	Company: Harold Levinson Associates
Address: One Enterprise Place Hicksville, NY 11801	Telephone: 516-822-0068 Fax: 516-822-2182 Chain/SIS #: 550558
History/General Information of Chain/Account (I.E., ownership, acquisitions, restructuring, etc.) <ul style="list-style-type: none"> Started as sub-jobber and placed on Direct in 1990. Expanded rapidly and moved to a larger warehouse in 1992. Has aggressively picked up business and opened new warehouse 150,000 sq. ft. in 1995. 	
Business Profile	
<ul style="list-style-type: none"> Trading Area: New York Metropolitan Type of Operation: Wholesale Distributor Partners Plan/Participation: Partners Plan A Private Label: Pace Direct Account (Yes/No): Yes • EFT (Yes/No/NA): Yes • % EFT: 100% If Wholesaler, Number of Branches: If Wholesaler, Number of Retail Outlets Served: 5,000+ If Wholesaler, Major Chains Supplied: King Kullen (45 stores) If Not Direct Account, Major Cigarette Supplier: 	
Merchandising Profile	
<ul style="list-style-type: none"> Participates in VAP/DPC/Blackline stickering - 19% of business is promoted and account participates in all programs. 	
Current RJR Business Issues (Hot Topics)	
<ul style="list-style-type: none"> Blackline/stickering - cost vs. payments 	
Personal	
Spouse Janice	Home Address: 45 Hamlet Drive Commack, NY 11725
Interests: Golf	
Education/Civic-Political-Business Associations and Activities/Etc.	
<ul style="list-style-type: none"> NYS Association of Wholesale Candy & Tobacco Distributors 	

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7/23/96

